

ISSN 0117 5904

Infoscience

Philippines

<http://www.stii.dost.gov.ph/INFOSCIENCE/home.htm>

Vol. 9 No. 2

December 2001

all about e publishing

Special Feature:

Infoscience recommends books about e-publishing and marketing

Table of Contents

Editorial	3
E-publishing	4
Free e-books	7
How to read the e-books	8
E-book web sites	9
E-publishing: a hands-on experience	10
Recommended books	13

Editorial

Why e-publishing?

If you are a traditional print publisher, why should you consider transforming your business into e-publishing?

If you are a book lover at home with paperbacks and hardbounds, why would you opt to read from a palm, a rocket, or a mobipocket; or choose to download free ebooks into your PC?

If you are a writer used to seeing your work published in periodicals and journals, why would you want to become an e-writer and publish on the Web?

These are the questions we hope to answer in this issue.

A traditional publisher starting to venture into e-publishing is surely positioning his business for the global market. His products will be available to customers around the world and thus earn for him more. He will not spend for paper stocks, warehousing space, and delivery expenses. He can choose as many titles to publish as there are many writers available to write about a wider range of topics.

The reading enthusiast will surely welcome the free e-books downloadable from various sites on the Internet. The commercial titles are varied, exciting, and very affordable and can be purchased online using credit cards. The handy e-book reader can store numerous titles. You can bring several titles with you anywhere from your bed to your car or plane without the bulk and weight.

If you are a writer, here's good news. Now is the renaissance in personal publishing. You can be an e-writer and e-publisher and put up your online bookstore on the Web. Proceed to the inside pages to read the fresh hands-on experience of an e-writer.

E-publishing

E-publishing means publishing in electronic format. The final published work comes in digital media such as CD, floppy disk, email newsletter, and e-book or e-zine in the form of Web pages written in HTML (hyper text marker language) which are essentially interactive and / or multimedia.

Interactive Web pages contains links that lead you further into related sites accessible with just a mouse click; also enables you to send feedbacks, contact the author or publisher, and place your order for subscription or copies. You can pay through credit cards or checks. Multimedia materials on the web features streaming video-- sounds and short film clips you can listen to and view from your personal computer. In digital or electronic publishing, the tools of production are computers and the Internet.

eBookspecials.com defines e-publishing as publishing books, reports, information products, interactive media in electronic format. These are accessible in several forms-- on CDs, as downloadable files (zipped or compressed, executable in PDF or RTF) or in 3.5" diskettes. Smaller e-published matter can be transmitted through email as attachments.

The products of e-publishing can be read directly from a computer screen using a special viewer or reader such as the Acrobat Reader, or it can be read using a browser such as the Internet Explorer, giving the reader the feeling that he is surfing the Internet.

Advantages for authors

- Whereas traditional print publishing closes its doors to many excellent writers due to high costs of production and paper, e-publishing opens its virtual doors to them. Writers can publish and sell their books online with very minimal cost.
- E-books can be revised anytime without cost.
- Accessible to international audiences. An e-book can be released simultaneously to Asia, the Pacific, Middle East, USA, Canada, and Europe. Just think of the tremendous opportunity this offers to the Filipino author.
- Eliminates postage costs. E-publications can be downloaded direct from the Web by as many people as bandwidth allows immediately after payment. Whether ten or hundreds of millions read the e-book, the distribution cost remains the same.

- Speedy delivery. Buy the e-book today with your mastercard or visa, access / read it within a few minutes.
- Longer free samples. Readers enjoy the free and substantial excerpts they read online without having to physically go on a trip to the bookstore to read the blurbs.
- E-books have longer shelf life, in fact, has no expiration. Print books stay on the shelf for a maximum of four months only, while e-books stay on the virtual bookshelves for as long as the author or publisher wants it there, no questions asked.
- E-books are interactive. Readers of children's and how-to-books love the interactive features.

Disadvantages

- Data Traffic. Sometimes, e-materials take so long to download. There are also instances when the bookmarked sites are inaccessible. Surfers on the Net complain, "US does not exist in the morning, Europe does not exist in the evening, and where is the rest of the world?"
- Information overload. Some readers want texts only and have no use for the interactive and multimedia features, the attractive animated graphic. They want knowledge in its purest form without the hype. "We pay for the drink and not the bottle," they complain.
- Electronic transactions risk. This is a serious concern. Online subscribers and buyers are still worried about the risk of having their passwords and credit card numbers be known and intercepted by a third party and used illegally.
- Electronic piracy. E-books unless specially encrypted with security features, are easy baits for electronic piracy.

Still a New Industry

E-publishing is still a new industry in the Philippines. As such, the sales made are not that impressive yet when compared with the print publishing industry which has sold millions of copies of various titles. This is the case even in the US. It was reported that Stephen King's (that popular writer of the horror genre) novella *Riding the Bullet*, sold 500,000 copies. But it was alleged that the truth was that Amazon and Barnes and Noble purchased the electronic copies and

then gave them away, and that many other copies downloaded were simply experiments by people who wanted to see if the technology really works. According to the Book Report Network in the US, only one percent or 5,000 of those who downloaded King's first e-book actually read it.

Free e-books!

Electronic books or e-books are books in computer format and read on all types of computers, including handheld devices designed specifically for reading e-books. E-books can be delivered by download or email file attachment. E-books on diskette or CD-ROM are sent by postal mail or sold in bookstores.

Storing e-books on computer or diskettes and CD-ROMs takes up the least space than print books. Dedicated handheld reading devices weighing 17 ounces can store up to 20 e-books. If you are sight-impaired, you can enlarge the font size of your e-book for reading convenience.

What can you read

You can read full length novels and texts, short fiction and nonfiction, magazines, articles, news and current events. There are old favorites and current releases from known authors like Stephen King, Warren Adler, and Agatha Christie. Also available are works by classic authors like Louisa May Alcott, Jane Austen, Mark Twain, and Edgar Rice Burroughs. There are popular series such as The Survivalist Series, Agile Manager Series, Star Trek Series, and Chicken Soup for the Soul Series.

Free e-books!

The World Wide Web is a treasure chest full of free e-books, mostly public domain literature. Visit the following sites to read your free e-books:

University of Virginia's E-book Library <<http://etext.lib.virginia.edu/ebooks/ebooklist.html>>
Contains 1,600 publicly-available e-books in AportisDoc including classic British and American fiction, major authors, children's literature, the Bible, Shakespeare, American history, African-American documents and more. Available in multiple e-book formats.

Hypertexts from Virginia University <<http://xroads.virginia.edu/~HYPER/hypertext.html>>
Includes hypertext projects in classic literature from authors such as D.H. Lawrence, Herman Melville, Edgar Allan Poe, Harriet Beecher Stowe, and Mark Twain.

Project Gutenberg <<http://www.gutenberg.net/>>
Effort to digitized public domain books into e-text format (.TXT files). E-text is designed to make the public domain book available in just about any software on any computer in the world.

How to read the e-books

Many e-books can be downloaded free into most computers and read with an e-book reading software called Adobe Acrobat Reader which can also be downloaded into computers for free. Download your Adobe Acrobat Reader now from <http://www.adobe.com>

Other free e-book reading softwares and their web sites are:

Microsoft Reader available from <http://www.microsoft.com>

MobiPocket Reader available from <http://www.mobipocket.com>

There are also handheld dedicated reading devices that can store approximately 20 books. It is designed specifically for reading e-books and emulating the print book experience. Screens are backlit and about the size of a paperback book. The device has turning systems rather than scrolling and uses screen technology for searching, bookmarking, highlighting, annotating, and font size change. Available in the market at <http://www.rca.com> are REB1100 and REB1200.

E-book web sites

The following is a list of web sites about e-books to help you know the current trends.

Ebookspecials.com <<http://www.ebookspecials.com>>
Publisher and seller of quality Filipino books for the global audience.

St. Pauls Publications <<http://www.stpauls.ph>>
Publisher and seller of spiritual and inspirational publications.

Amazon.com <<http://www.amazon.com>>
The largest online bookstore on earth.

Barnes&Noble.com <<http://www.bn.com>>
Claiming also to be the largest online bookstore on earth.

eBookWeb <<http://www.ebookweb.org>>
E-book enthusiasts and industry insiders gather for discussion about e-books.

eBooks Rock! <<http://ebooksrock.net>>
With thousands of links, authors' interviews, book secrets, answers to questions.

Electronic Book Directory <<http://www.electronicbookdirectory>>
Directory of e-books.

The Mystic-Ink Community <<http://www.mystic-ink.com>>
E-book club for readers, author interviews and chat sessions.

Scribes World Reviews <<http://scribesworld.com/reviews/>>
Fiction and nonfiction. Children and Young Adults, Romance, SciFi, Mystery, and everything in-between. Reviews updated monthly.

Sharpwriter.com <<http://www.sharpwriter.com>>
Provides a review service for both e-books and print books.

MountainView Publishing <<http://www.whidbey.com/mountainview>>
Offering Christian fiction in all genres, occasionally traditional romance or mysteries. Available in HTM diskette or by download, also in RocketEdition.

E-publishing: a hands-on experience benefitting STII

by Cymbeline R. Villamin <cymbelin@stii.dost.gov.ph>

As early as 1995 when STII gained access to the World Wide Web, I dreamed of being a Webmaster. For me at that time, that meant having a homepage where I can share my work, consisting of stories and articles, with anyone who cared to read them. I was specially fascinated with Yoni <<http://www.yoni.com>> a site for women, with all its warm colors, beautiful graphics and of course, interesting content. It was good that Geocities was giving free homepage at that time to anyone who wanted it. I had one and went as far as constructing the index before I abandoned it. I felt I was wasting so much time and energy with the html side of things when I know I should be focusing on content. I understand that now, one has to pay to have a web site hosted by Geocities.

When my ITD colleagues led by Donna Ruth V. Montalban built the Infoscience homepage <<http://www.stii.dost.gov.ph/INFOSCIENCCE/home.htm>> in May 1996, my passion found focus. I concentrated on content while ITD took care of the html conversion and web page design. Infoscience was the first Philippine science publication that inhabited the Web.

It would not be long when I'll soon grow restless, have that feeling of wanting to break free... to do something I really want, to be in control.

Then last August, I discovered Webseed, whose publishing infrastructure is indeed a "renaissance in personal publishing." I applied to become content writer-manager and was accepted. I signed the writer's agreement and had an express courier delivered it to Wyoming on 15th August. In September, my site, StayAtHomeFathers.com <<http://www.stayathomefathers.com>> was launched and went live. On 30th October, this site won the Golden Web Award 2001-2002 from the IAWMD (International Association of Webmasters and Designers) with members from 130 countries. The awarding ceremony was tentatively slated in April 2002 at Las Vegas, Nevada.

The Webseed publishing engine helps intelligent writers leverage their time and talents. Using this engine, writers can publish online without knowing anything about how to run a web server, build html pages, send email to a subscriber list, track traffic statistics and so on. Webseed provides all these to the writer.

The publishing engine consists of two major components-- (1) site configuration tools and (2) creating and posting article tools. More than 700 writers are now finding it a successful recipe for personal publishing.

How does it work

Upon approval of the writer's application for a site and signing of the writer's agreement (downloadable, can be faxed or sent via postal mail to Wyoming, USA), Webseed Publishing provides the writer with a registered domain name (chosen by the writer and purchased / registered by Webseed) and a password. Writer logs in and enters email address and password. Upon successful login, he is prompted to click and continue. The writer gains access to the control panel. From here, he can change his password, configure his site, and create and post contents.

Under the configuration tool, the writer can control the following-- site preview, global settings, main page settings, left sidebar settings, right column settings, email and password, colors and logos, author's bio, modify pay-to details (writer and Webseed share 50-50 from site revenues earned from sponsors, ads, sale of special reports and ebooks), view monthly revenue totals, Webseed honor system settings, and ban advertisers.

Under the content tool, the writer can refresh pages; create and post articles, special reports, paid reports as well as create links to special reports; make custom pages, headlines, links, book picks; upload ebooks to Webseed; and manage left column titles (intended to be the readers' navigation bar). Long articles are split and links are automatically provided.

The writer is provided with graphics and images support. He can choose and download art from the image gallery, as well as manage his other visual needs using the image lab and upload extra images facilities.

The writer is also provided with tutorials which can be found under resources; reader management as well as statistics services.

Reader management carries these features-- manage email subscribers, compose email updates, review new reader feedback, and review saved reader feedback.

Stats show traffic flow, detailed pageviews report, email update subscribers, advertising clicks, revenue report summary, and recalculate to update report for total revenues earned.

Webseed content writers who are using this publishing engine include artists, journalists, historians, researchers, scientists and doctors. Webseed now hosts around 1,000 sites containing more than 25,000 articles.

May I invite you to visit my web site at <<http://www.stayathomefathers.com>>. I post articles to this site every late Saturday night from my home-based work station in Cavite. My application for a second site has just been approved and I will soon be launching <bibleromance.info>. I'll probably be posting for this second site every late Sunday night.

An experience benefitting STII

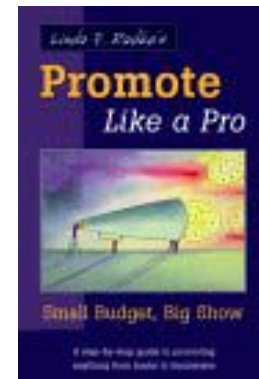
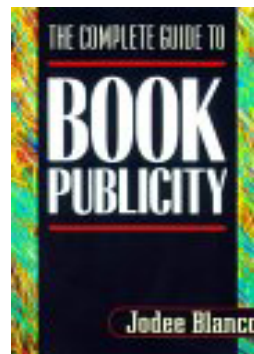
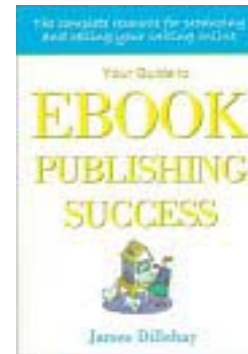
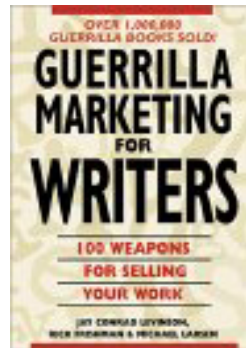
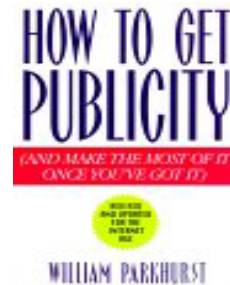
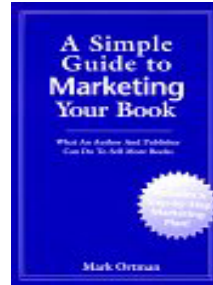
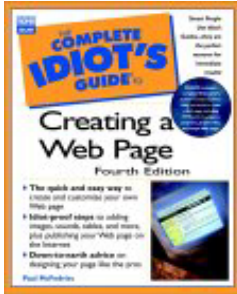
One good thing I've learned from this experience is to generate revenue for STII by becoming affiliate of online publishers / bookstores like Barnes & Noble and Amazon. The affiliate program is just one of the many sources of revenues for any web site. You can see in the next two pages the Infoscience-recommended books from Amazon. When Infoscience readers click and buy any one or more of these titles, STII will be entitled to a certain percentage of the sale.

Another useful thing I've learned is to submit the Infoscience site to different search engines in order to be known to more searchers and surfers and thus generate more site traffic-- and eventually more income.

Also, a very significant concept was given birth to-- perhaps in the near future, our ITD colleagues will be able to design also a unique publishing engine for us content writers / developers / managers at IRAD. Already, the IRAD database template is operational and our database managers are now filling it up with various contents ranging from Scientists, Researches, Institutions, Documents, and many more.

Need to fill your weekend nights with something exciting and income-generating? The Webseed experience is that it takes from six to twenty months for a site to really be earning revenues, depending on the commitment and dedication that a writer gives to it. You may want to apply for your own site, too. The only really basic requirement is your passion for your content. Go now and explore <http://www.webseedpublishing.com>. Good luck.

**Infoscience recommends these books
for your information needs and reading pleasure:**



Explore all these books, just click on this url below which will take you to the largest online bookstore, the Amazon.com. From there you can find the book of your choice by entering the title and/or author in the search field. Enjoy your shopping.



<http://www.amazon.com/exec/obidos/redirect-home/infoscienceph-20>

Reference

Reader's E-Book Primer, An Introduction and Guide to the World of Electronic
Books

by Jamie Engle, eBook Connections, Inc.

Email: info@ebookconnections.com

Ebookspecials.com <<http://www.ebookspecials.com>>

WebSeed Publishing.com <<http://www.webseedpublishing.com>>

Hope you enjoyed this issue. For comments and suggestions,
email

cymbelin@stii.dost.gov.ph

Infoscience Philippines Vol. 9 No. 2 Dec 2001

Publishing Team

Jose L. Guerrero
Director, STII

Victoria B. Bartilet
OIC, Deputy Director's Office, STII

Carmelita F. Nobleza
OIC, IRAD-STII

Cymbeline Villamin
Editor

Joseph Albert de los Santos
Website Administrator

Leonor Arcilla
Head, Document Delivery

Infoscience Philippines is published every semester by the Information Resource and Analysis Division - Science and Technology Information Institute (IRAD-STII), with editorial office located at IRAD 2ndFloor of STII Bldg., DOST Complex, Bicutan, Taguig, Metro Manila, Philippines.

Tel. No. 001 63 2 837 2191, Fax No. 001 63 2 837 7521

Email cymbelin@stii.dost.gov.ph

URL <http://www.stii.dost.gov.ph/INFOSCIENCE/home.htm>.

Topics covered: public communication and understanding of science and technology, information and communication technology, digital library, electronic publishing, electronic commerce, promotion and marketing of information centers and libraries, science and technology policy.